MICHAEL
MCFARLAND

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VISUAL DESIGN & MARKETING

💼 WORK EXPERIENCE

2013 - Present

SENIOR BUILD MANAGER
at Sales Renewal Corporation
📍 Remote - Concord, MA from Cleveland, OH

- Manage development of all visual aspects of client marketing campaigns, including website, logo, and print collateral.
- Manage SEO & Analytics of data-driven marketing campaigns for multiple clients.
- Design and implement graphics for client websites, promotional materials, advertisements, e-mail campaigns, and infographics.
- Develop and execute comprehensive build schedules for client projects, monitor project milestones, and maintaining active communication with subcontractors to keep projects on schedule.
- Oversee ongoing visual and technical maintenance of multiple Wordpress-based websites.
- Lead weekly meetings to keep management personnel and other team leads up to date on the progress of active projects.

2007 - 2013

ART DIRECTOR
at DesignMonkey, Ltd.
📍 Cleveland, OH

- Manage multiple accounts and projects, working within client budget and scheduling requirements.
- Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques.
- Create custom illustrations or other graphic elements.
- Present final layouts to clients for approval, and perform revisions as requested.
- Negotiate and communicate with printers and other vendors to determine specifications, pricing, and services to be performed.

2005 - 2007

WEB DESIGNER
at WKSU-FM
📍 Kent, OH

- Design, build, and maintain web sites, using Adobe Photoshop, HTML, and PHP.
- Perform or direct web site updates.
- Perform web site tests according to planned schedules
- Communicate with network personnel to address hardware or software issues affecting web sites.

📖 EDUCATION

2002 - 2007

VISUAL COMMUNICATION DESIGN B.F.A.
at Kent State University
📍 Kent, OH

📈 ADDITIONAL SKILLS

- Expert proficiency in Adobe Photoshop, Illustrator, InDesign, Acrobat, and Premiere
- Logo and Identity Design
- Packaging Design
- Wordpress Design, Customization, and Maintenance
- HTML, CSS, PHP, Javascript coding
- Responsive Web Design
- Google Drive, Docs, Sheets, and Forms
- Microsoft Word, Powerpoint, Excel, and Outlook
- Project Management tools including Asana, Liquid Planner, Basecamp, and Trello